

IIT BHILAI
PRESENTS



SPONSORSHIP BROCHURE

About IIT Bhilai

Indian Institute of Technology Bhilai, established in 2016 by the Ministry of Human Resource and Development, is one of the youngest IITs carrying on their legacy as premier institutes of the country in the field of technology.

Currently harboured in the transit campus at Government Engineering College Raipur, the institute will soon be relocated to its permanent campus in Bhilai. Recognized as an Institute of National Importance, IIT Bhilai strives to provide an ideal environment for the growth and development of its students in every aspect.

Well-equipped and specialised laboratories have been established to nurture the needs of young minds to become torchbearers in their respective fields. With its value-imbibed curriculum, the institution helps to transform the students into responsible citizens.



About MERAZ

Discover A new YOU.

Meraz is the Annual Techno cultural fest of IIT Bhilai. Each IIT has a rich legacy of Techno cultural events. WITH meraz 2022 , we continue this age old tradition at IIT Bhilai.

This Fest is an opportunity for students to showcase their talent and discover new interests. Students from every background get a chance to interact and grow towards a new future. It will be an otherworldly experience filled with humongous possibilities and a glimpse of the future in every field ranging from technology and IT to fashion and culinary arts.

The Multi-Hued facets of Meraz attract students from over a hundred colleges, across India, to witness exhilarating competitions and dazzling demonstrations in every field to compete, learn and perform.



MARK YOUR CALENDARS

NOVEMBER 11TH, 12TH & 13TH

Entrepreneurship Conclave 2022

“An Entrepreneur always searches for change, responds to it, and exploits it as an opportunity.” -Peter Drucker.

It is a fact widely acknowledged now that the future of a nation lies in the hands of its young entrepreneurs. Today's youth is full of flexibility, enthusiasm, necessary skills and a ton of potential.

The Entrepreneurship Conclave is a dynamic opportunity to showcase that talent and build the next sensational product in the market. It provides a lucrative platform for entrepreneurs, as the crossroads of professional experience and budding ideas meet here.

Attracting students, innovators, investors, industrialists and many more professionals, an Entrepreneurship Conclave empowers aspiring entrepreneurs. This conclave shall be a catalyst for the realisation of budding ideas. Through the productive exchange of thoughts, ideas, experience and knowledge, we aspire to encourage the youth to be a part of the entrepreneurial revolution.



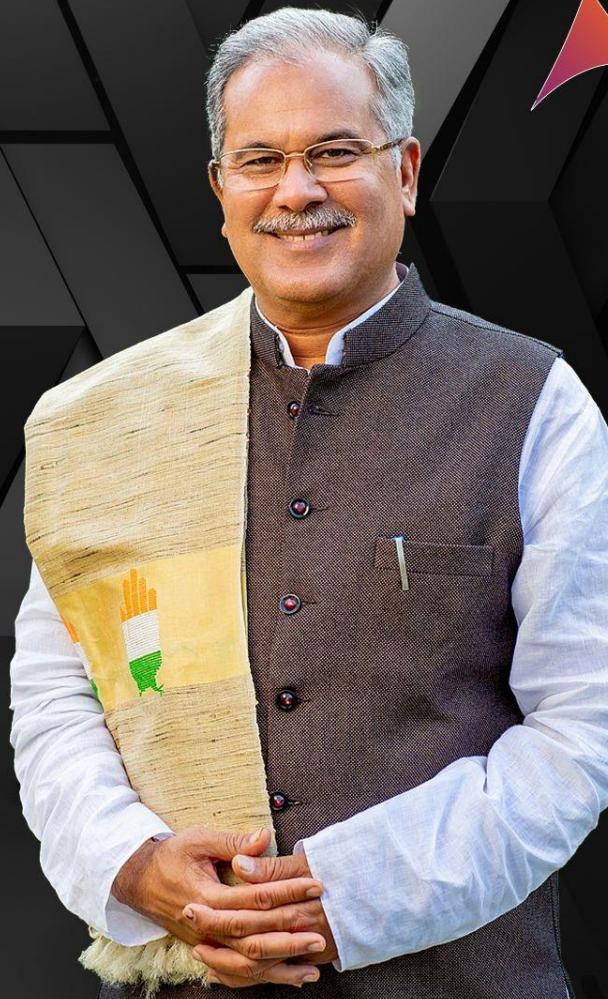
EXPECTED GUESTS

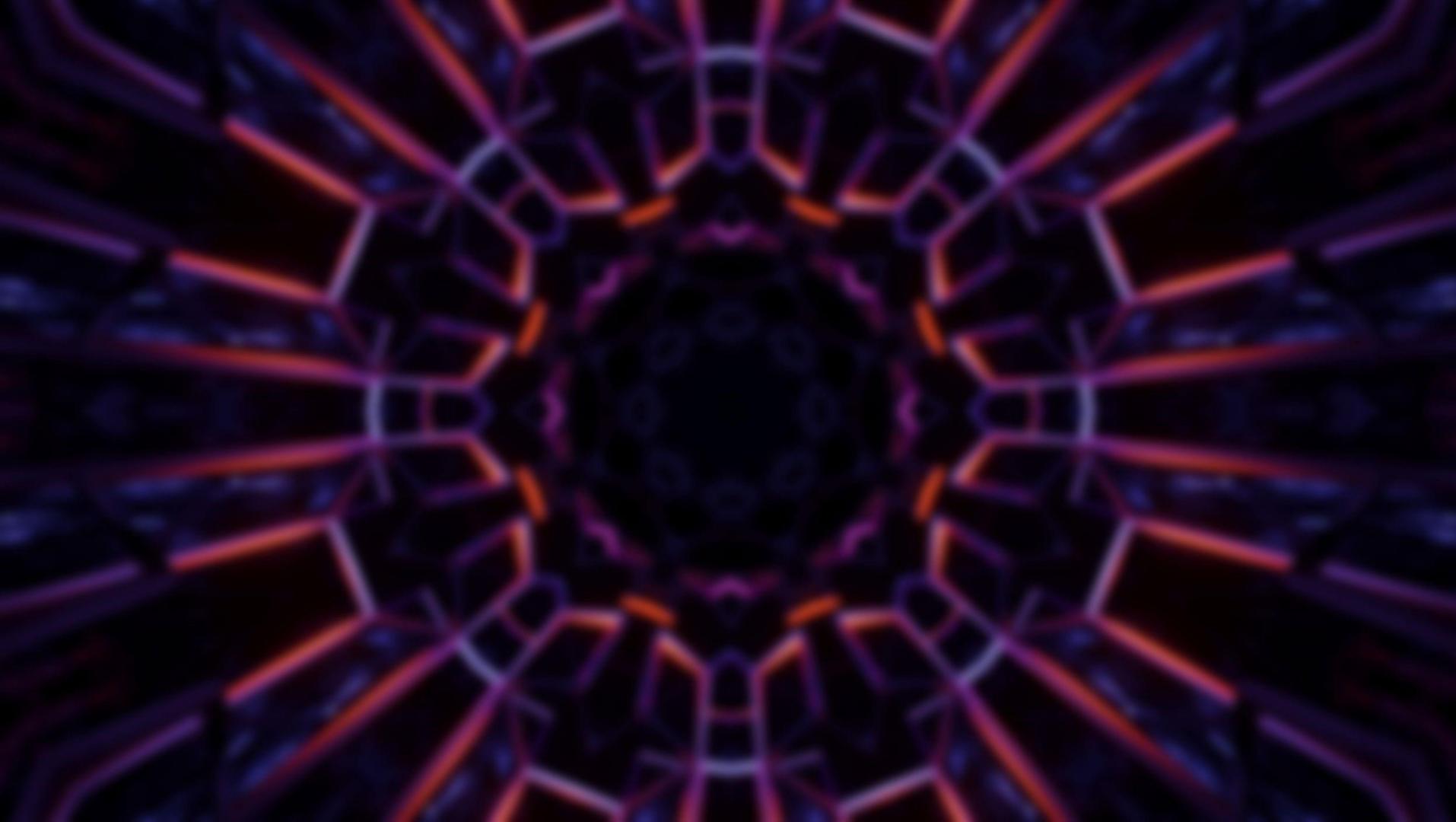
MERAZ 22



BHUPESH BAGHEL

Hon'ble Chief Minister
of Chattisgarh







RATAN TATA

**Former Chairman,
Tata Sons**





NAMBI NARAYAN

**Former ISRO Scientist,
Team Lead - VIKAS Engine**





MORE NOTABLE GUESTS

- **Mayor, Raipur**
- **M. K. Raina, Theatre Director and Actor**
- **Director, AIIMS Raipur**
- **Shubhra Gupta, Indian Film Critic (Indian Express)**
- **Nikhil Vijay, TVF Actor**
- **Sachin Negi, TVF Director**
- **Madhur Bhattad, Founder Netr.ai**

MADE-IN-CHATTISGARH

LESS OUTSOURCING, MORE HOME PRODUCTION



Local where possible, Global where the reach goes!

We're pushing support for Local businesses wherever we can!

MERAZ 22

EXPECTED ARTISTS



MERAZZ

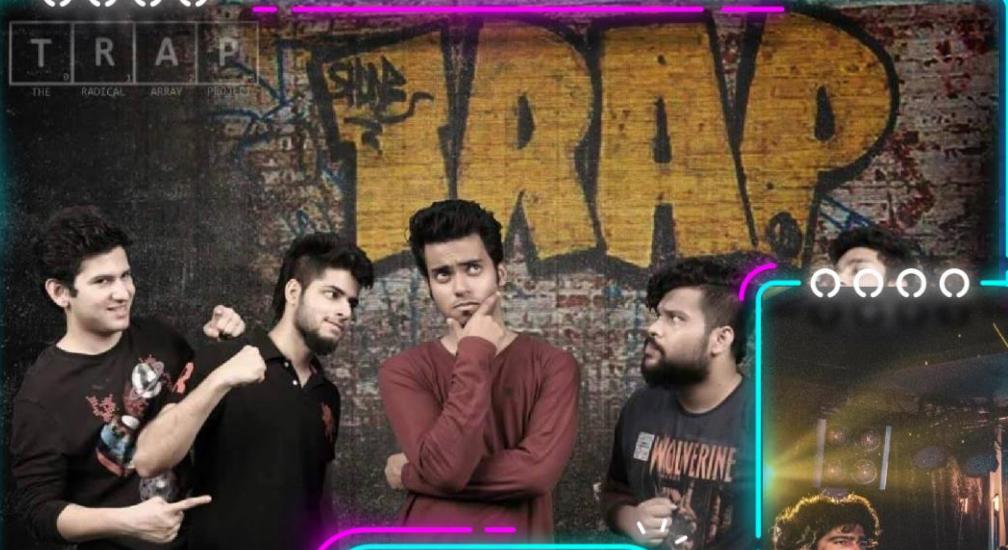
VIPUL GOYAL



SUHANI SHAH



T R A P
THE RADICAL ARRAY PROJECT



WHEN
CHAI
MET
TOAST



ON AIR

T R A P
0 1 2 3
THE RADICAL ARRAY PROJECT



ON AIR

**LET'S REDEFINE
MERAZ THIS YEAR**



WE MEAN IT



THIS YEAR..

An open-to-all
PAN-Chhattisgarh and
PAN-INDIA entrepreneurship
conclave will reinvent the
pride of Meraz.

**In this section of Meraz,
emerging businesses will
pitch their ideas to possible
investors and other
attendees.**

Let's peek into the structure of



MERAZ'22



- A vibrant set of Cultural Events -
 - 12 CATEGORIES OF EVENTS WITH EACH CATEGORY SPANNING 4-5 DIFFERENT EVENTS.

Experience one of the biggest stages in Chhattisgarh



Let's peek into the structure of **MERAZZ2**

- **Sci-Tech Events -**
 - Data Science Hackathons
 - Competitive Programming Contests
 - ROBO Soccer
 - Circuit Quest

AND MANY MANY MORE

**It's Time to Put the Brains and
Brawn Together**



Let's peek into the structure of **MERAZ22**

**MERAZ x IIC IIT Bhilai x TIH IIT Bhilai bring to you
ENTREPRENEURSHIP EVENTS WITH FUNDING**

- Idea Pitching Competition
- Prototype Exhibition & Growth Analysis

OPEN FOR ALL

SETTING A STAGE FOR BUILDING THE NEXT BIG THING

OVERALL PLANS



- **Fest Promotions -**
 - Flash Mobs in Malls & other Colleges
 - Nukkad Nataks in Marine Drive, Schools, Malls & Colleges
 - Conducting Tinkering Labs & Interactive sessions in Schools
- **November -**
 - Trailer Showcase in Theatres
 - Online Competitions
 - Mr. & Mrs. Meraz First Round



SOCIAL CAUSES SUPPORTED



BECOME A SPONSOR

MERAZZ



TITLE SPONSOR



SPONSORSHIP PROPOSAL ₹ 8 LAKHS+

PERKS -

- **Logo on the Main Stage beside Meraz.**
- **Main Banner with the name of Meraz.**
- **Mention in every banner, poster, standee, certificate**
- **Coverage in Final Trailer to be showcased in Theatres**
- **Dedicated standees: 8-10, posters: 10-15, social media posts: 40-50**
- **Announcements on Radio frequently with the name of Meraz**
- **Special mention during fest promotions (Posters, Announcements)**
- **Regular display on main stage LED display**
- **Merchandise, Passes, Brochure, Invitation Letter with Company logo.**
- **Company logo used in every public event leading to Meraz (Nukkad Nataks and Flash Mobs)**
- **Coverage in After-movie**



CO-SPONSOR

SPONSORSHIP PROPOSAL ₹ 4 LAKHS+

PERKS -

- Main Banner as Co-Sponsor.
- Mention in every banner, poster, standee, certificate
- Coverage in Final Trailer to be showcased in Theatres
- Dedicated standees: 4-6, posters: 5-10, social media posts
- Special mention during fest promotions (Posters, Announcements)
- Regular display on main stage LED display
- Company logo used in every public event leading to Meraz (Nukkad Nataks and Flash Mobs)
- Coverage in After-movie
- Announcements on Radio

ASSOCIATE SPONSOR



SPONSORSHIP PROPOSAL ₹ 2 LAKHS+

PERKS -

- Main Banner after Co-Sponsor Name
- Mention in some banner, poster, standee, certificate
- Dedicated standees: 2-4, posters: 2-5, social media posts
- Special mention during fest promotions (Posters, Announcements)
- Regular display on main stage LED display
- Company logo used in every public event leading to Meraz (Nukkad Nataks and Flash Mobs)
- Coverage in After-movie

EVENT SPONSOR



SPONSORSHIP PROPOSAL ₹ UPTO 2 LAKHS

PERKS -

- Special mention in event based banner and posters
- Dedicated standees, poster, social media posts
- Dedicated event standee at event venue
- Special mention during event promotions

CUSTOM SPONSORSHIP



SPONSORSHIP PROPOSAL TAILORED TO MUTUAL BENEFIT

If none of the aforementioned sponsorship packages suit your needs, we are also open to the idea of tailoring sponsorship packages that may meet the need of your company or your organisation subject to clearance by the college authorities. If interested in custom sponsorship packages, feel free to get in touch with us.

Event Sponsorship: If your company wants to sponsor only a single event within the fest, exclusive title sponsorship for events are available.

BE A PARTNER



CONTRIBUTE IN OTHER WAYS

- **TRAVEL PARTNER**

Travel Expenditure of Outstation Teams/ Performing Guest + Bus Facility for nearby colleges and nearby checkpoint.

- **ONLINE PARTNER**

Online Coverage and promotion of the event before and during the event + post event release

- **RADIO PARTNER**

Publicity on channel before and during all events

- **PRINT MEDIA PARTNER**

Articles on all events and Advertisements in city edition

- **GIFT PARTNER**

Gifts for winners of 1st, 2nd and 3rd position of every event, mementos for guests of honour

- **FOOD PARTNER**

500 food packets per day for three (3) days, stall during the event

AND MORE AS PER YOUR NICHE!

TERMS & CONDITIONS



- Since sponsorship opportunities are limited, sponsors are suggested that these shall be allocated on first come first serve basis.
- Final allotment for sponsorship category will be confirmed on receipt and realisation of full payment.
- The sponsor shall bring their product display as desired by them for the display stalls.
- All payments for sponsorship/stall bookings are to be made in advance.
- All transactions are subject to Raipur Jurisdiction only.
- Details of the company logo and complete name of the company will be required for acknowledgement through backdrops, banners, brochures, invitation cards and other

MODE OF PAYMENT



All payments are to be made by

- DD/local cheque in favour of “Council of Student Affairs” account payable at Raipur, Chhattisgarh.
- NEFT/RTGS to Account No. : 37901450192, IFSC Code - SBIN0016903.

CONTACT US

LOCATION -

**Indian Institute of Technology Bhilai, Government
Engineering College (GEC) Campus, Old Dhamtari
Road, Sejbahe, Raipur – 492015 (C.G.)**

SPONSORSHIP TEAM

**Ansh Azad- +91 81781 90369
Madhur Jain- +91 70150 51279**